

NOMINATION FOR AWARD

AWARD Directors Excellence for Outstanding Senior Civilian		CATEGORY (If Applicable) Individual	AWARD PERIOD Jan 2002-Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Karen S. Katzenbach		SSN (Enter Last 4 Only) 4800	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE Public Affairs Specialist		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 785-3593, CMCL (937) 255-3593	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE ASC/PA, 1865 Fourth Street, Rm 240, Wright-Patterson AFB OH 45433-7129			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Lieutenant General Richard V. Reynolds DSN: 785-5714, COMM: 937/255-5714, E-mail: richard.reynolds@wpafb.af.mil			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p>Overall Effectiveness/Job Accomplishments:</p> <ul style="list-style-type: none"> - Superwoman! There when and where needed: expert, energetic, enthusiastic and more importantly, effective in everything she took on from Community Relations to Media to Environmental PA - Seamlessly transitioned from one function to another while remaining available to train replacements <ul style="list-style-type: none"> -- Within one month of moving to Media, selected as PA POC for visit by AF acquisition secretary, F/A-22 change of directors, dedication of Valor Park memorializing AF Medal of Honor recipients; prepared, created, distributed AF messages, releases despite all occurring in two-week period! - Flexibility personified: stepped up to challenge when unexpected death of PA co-worker, imminent retirement of another, pushed her to forefront of Environmental PA after just two months in that job <ul style="list-style-type: none"> -- Quickly learned procedures, politics of restoration advisory boards; provided much-needed guidance to engineers and technical staff supporting board meetings at plants around the country <p>Leadership/Organization and Planning Skills:</p> <ul style="list-style-type: none"> - Excelled at providing comprehensive support under pressure: two weeks preceding Valor Park dedication, provided PA guidance to base, community planners, issued memo to media, coordinated ComRel, Internal support, escorted media, even videotaped ceremony for one of MOH recipients! <ul style="list-style-type: none"> -- Result: a moving, memorable event for recipients, 300+ community members, base personnel -- Widespread, positive media coverage served as vehicle to promote recognition of AF achievements - Key driver behind base dinner for 30 Mayors and Managers, 100 community members in early 2002 <ul style="list-style-type: none"> -- Used opportunity to reassure community following 9/11/01 terrorist attacks in NY, D.C., PA -- Invited recently-returned airman who'd deployed for Global War on Terrorism to dine with local leaders: put human face on war effort and wowed both community and base leadership - 24/7 PA: TDY to Holloman during incident in which aircrew on training flight inadvertently dropped dummy bomb on private home: immediately volunteered, escorted media, supported press conference <p>Judgment and Decisions:</p> <ul style="list-style-type: none"> - Displayed unerring judgment, tact with AF officials; special interest groups; community members; local, federal regulators; contractors--entire gamut of individuals with separate environmental agendas <ul style="list-style-type: none"> -- Enabled ASC environmental team to organize, conduct effective advisory board meetings dealing with sensitive issues at AF Plant 44, one of largest Superfund sites in the country - Hand picked by PA director to lead PA for F/A-22 weapon system during pivotal time for program <ul style="list-style-type: none"> -- Rewrote strategic communications plan, ensured maximum leverage of media to get AF message out -- Reinvigorated F/A-22 PA Working Group, organized first face-to-face meeting in more than a year -- Ensured all parties involved, including contractors, would be supporting AF communication goals <p>Communications Skill:</p> <ul style="list-style-type: none"> - Excels as ASC/WPAFB spokesperson--good on her feet, outstanding presence in front of TV cameras - Lent expert support to high-profile media events, crisis situations, ensuring AF messages got across <ul style="list-style-type: none"> -- Helped garner outstanding coverage for POTUS visit, National Air and Space Technology Conference attended by 1000s, WPAFB Medical Center deployment, visit by German MiG aircraft -- Researched information and created messages, responses to query on WPAFB response to discovery of wildlife on base with West Nile virus, unfortunate C-21 crash which killed two -- Garnered significant kudos from media covering those events; outstanding local, regional coverage - Provided knowledgeable, well-spoken responses to local media needing sound bites to promote base exercise, training, readiness: AF message played for days, earned praise from 3-star commander - A quick study, effortlessly learns to exploit new technology, new software to contribute to mission <ul style="list-style-type: none"> -- Learned to program Commander's Access Channel with ease, contributed to creation/maintenance of ASC/PA Web pages to ensure AF/ASC messages, achievements reach widest-possible audiences -- Thorough knowledge of digital photography and editing techniques shows in her products, enables 			